

Rep Order# 9835464 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 63271

Printed: 10/04/2012 10:30 AM
Last Received: 10/02/2012 3:57 PM
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product ROMNEY 4 PRESIDENT
Estimate# 472
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //472
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 3 mg for tomorrow
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F,M-TU	6A-630A	NEWS	:30	\$325.00	10/03-10/09	5	1	5	\$1,625.00	
	2	W-F,M-TU	630A-7A	NEWS	:30	\$325.00	10/03-10/09	5	1	5	\$1,625.00	
	*3	W-F,M-TU	7A-8A	NEWS	:30	\$190.00	10/03-10/09	5	1	5	\$950.00	
		Station Remark: V2 spot on 10/3 na mg fri 8-9a ncir 10/5										
	4	W-F,M-TU	8A-9A	NEWS	:30	\$190.00	10/03-10/09	4	1	4	\$760.00	
	5	W-F,M-TU	12P-1230P	NEWS	:30	\$350.00	10/03-10/09	2	1	2	\$700.00	
	6	W-F,M-TU	730P-8P	ET	:30	\$1,500.00	10/03-10/09	5	1	5	\$7,500.00	
	7	W-F,M-TU	11P-1135P	NEWS	:30	\$1,100.00	10/03-10/09	6	1	6	\$6,600.00	
	8	W	9P-11P	DEBATE	:30	\$7,500.00	10/03-10/03	1	1	1	\$7,500.00	
	9	F	8P-9P	CSI NY	:30	\$1,000.00	10/05-10/05	1	1	1	\$1,000.00	
	10	F	10P-11P	BLUE	:30	\$3,500.00	10/05-10/05	1	1	1	\$3,500.00	

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	11	SA	6A-7A	NEWS	:30	\$150.00	10/06-10/06	1	1	1	\$150.00	
	12	SA	7A-8A	NEWS	:30	\$150.00	10/06-10/06	1	1	1	\$150.00	
	13	SA	8A-9A	NEWS	:30	\$425.00	10/06-10/06	1	1	1	\$425.00	
	14	SA	9A-10A	NEWS	:30	\$425.00	10/06-10/06	1	1	1	\$425.00	
	15	SA	10P-11P	49 HRS	:30	\$800.00	10/06-10/06	1	1	1	\$800.00	
	16	SA	11P-1130P	NEWS	:30	\$1,100.00	10/06-10/06	1	1	1	\$1,100.00	
	17	SU	9A-930A	NEWS	:30	\$900.00	10/07-10/07	1	1	1	\$900.00	
	18	SU	930A-10A	NEWS	:30	\$900.00	10/07-10/07	2	1	2	\$1,800.00	
	19	SU	10A-1030A	NEWS	:30	\$900.00	10/07-10/07	2	1	2	\$1,800.00	
	20	SU	1030A-11A	FACE NATION	:30	\$650.00	10/07-10/07	1	1	1	\$650.00	
	21	SU	11P-1135P	NEWS	:30	\$1,100.00	10/07-10/07	1	1	1	\$1,100.00	
	22	SU	1P-4P	BENGALS	:30	\$9,000.00	10/07-10/07	1	1	1	\$9,000.00	
	23	W-F,M-TU	5A-6A	NEWS	:30	\$250.00	10/03-10/09	1	1	1	\$250.00	

---REPORT TOTALS---

Report Totals: 50 / \$50,310.00

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---SALES MONTHLY TOTALS---

Oct 12: 50 / \$50,310.00
Sales Totals: 50 / \$50,310.00
Station Totals: 50 / \$50,310.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$153,525	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	19%
		WKRC	32%	WLWT	27%	WSTR	0%	WXIX	20%		

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Tuesday, October 02, 2012 4:40 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Romney/R/President - 63271

Station: WKRC-TV

Order Information:
Order #: 63271
Order Total: \$50,310.00
Agency: American Rambler Pro
Advertiser: Romney/R/President
Product: ROMNEY 4 PRESIDENT
Alternate Order #: 09835464
Estimate #: 472
Flight Dates: 10/03/12 - 10/09/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (63271-3-3):
Rate: \$190.00
Air Date: Wed 10/03/12
Eligible Days: MTWThF----
Inventory Code: CBS This Morning
Inventory Description: CBS Morning News
Inventory Code Time: 7:00 AM-8:00 AM
Spot Type: NM
Restricted: Earliest start: 7:00:00 AM, Latest end: 8:00:00 AM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

*1x Th-Fr 8-9a
w/o 12h NAR*